

LEO BURNETT U.S.A.

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# Marlboro



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Lights: 14 mg. "tar," 1.1 mg. nicotine—Menthol: 15 mg. "tar," 1.0 mg. nicotine—  
Kings: 160's: 18 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Reg. Feb. 73